

# Tomorrow—

The Biggest Shoe Buy In Town—  
This \$9 La France Model  
Monday Only

## \$6<sup>50</sup>

**This Model  
Is the Popular**

9-Inch Gray Washable Kid-  
skin Whole Foxed Laced  
Boot, Velveta Calfskin  
(Suede) top. Stock No.  
3746.

**Regular Price, \$9**

**Monday's \$6.50  
Price . . .**

WE firmly believe that every woman  
in Washington can obtain complete  
footwear satisfaction by wearing

### LA FRANCE

*Shoes for Gentlewomen*

¶ This one-day reduction in price, which is less than wholesale cost, is made for the purpose of inducing women who are not La France wearers to give them a trial.

¶ The model we have selected for this "get-acquainted" event is one of the most popular of the season's style numbers.

¶ At our stores you'll find scores of other La France models—shown in every new color and combination—modestly priced at

**\$4 to \$9**

¶ Style, Quality and Comfort, plus the Berberich Guarantee, makes for complete footwear satisfaction in La France Shoes.

Ave. Store Only

## Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

813 Penna. Ave.